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N. B. If you are not now interested in this Offer, some of your friends surely are. Pass the opportunity on to them also.

A Collection of 120 Gladiolus Bulbs } **\$3**
Together with
A Year's Subscription--12 Issues-- (See Below)

"THE FLOWER GROWER"

"The magazine with a mission."

Edited, Published and Owned by Madison Cooper, Calcium, N. Y.

(Regular Subscription Price \$2.00 Per Year)



(One of Our Covers)

THE FLOWER GROWER is easily the leading floral publication of the world. Each issue contains more facts and information on flower growing, (yes, twice as much,) as any other publication ever printed. It abounds in helpful information and interesting facts gleaned from many sources.

THE FLOWER GROWER is all that its name implies *AND MORE*. It not only tells about flowers, but other things of interest to those who aspire to better living conditions and more beautiful surroundings; *teaches balanced activities, a sane perspective, and a better outlook on life.*


Regular Departments—Rose, Dahlia, Iris, Peony, Gladiolus, Wild Flowers, Questions and Answers; The Glad Philosopher; Timely Suggestions; Month by Month; Our Birds; Seasonable Work; Fruit Growers' Problems; The Busy Bees; The Weather; Little Stories from Life; Wayside Ramblings; and an Editorial Department with an Editorial Policy.

About 150 different advertisements each month make this magazine useful as a buyer's directory in floriculture and saves money and time for readers. (See comments by readers elsewhere.)

THE BULBS will be of mixed blooming sizes, both large and small, every bulb of which will produce a good flower spike. The larger bulbs bloom first and the smaller ones later, thus giving a long period of bloom, if planted early, from July 1st until the first hard frost.

Just note on the third page what those who have grown my bulbs have to say about them.

MADISON COOPER, Calcium, N. Y.

( *Coupon on inside page to use in sending your order*)

One hundred twenty [120] Bulbs, and One Year-12 Issues-of The Flower Grower, \$3.00, if you accept this offer Promptly.

Madison Cooper, Editor and Publisher,
THE FLOWER GROWER,
Calcium, N.Y.

**NOTE:— This Combination Offer to Subscribers
in Canada and west of the Mississippi River \$3.30**

Dear Sir:

I accept your special offer. Enter my subscription to THE FLOWER GROWER for one year (12 issues) and send me (prepaid) your Special Collection of 120 Le Marechal Foch Gladiolus Bulbs. I enclose \$3.00 in full payment. (\$3.30 if in Canada or west of the Mississippi River.)

If you want the Mixed Collection or Irises (see bottom of opposite page) please underscore or check the one wanted.

This offer is good for **new**, or **renewal**, or an **extension** of present subscription.

(Bulbs will be shipped in November or December or at planting time in the spring.)

TRIAL OFFER: SEND 50c (coin, stamps or money order) and I will send you two (2) copies of "The Flower Grower" and eighteen (18) bulbs of Le Marechal Foch Gladiolus, so you can SEE the QUALITY of both.

N. B.—You may include one or more of these TRIAL OFFERS for your friends with your remittance for the regular offer above

What My Friends Say About the Bulbs I Have Sent Them in Former Years.

"Your Gladioli are the best I ever planted."
(New York, N.Y.)

"I am delighted with the magazine and also the Gladiolus bulbs you sent me."
(North Monmouth, Me.)

"I had your bulbs last year and they were the prettiest ones in my garden."
(Muskegon, Mich.)

"If your Glads this year are equal to those sent me last year, you will make friends for life of everyone who grows them."
(Worcester, Mass.)

"The Gladiolus bulbs that I got from you with my subscription have been very satisfactory,—good clear colors; not an ordinary mongrel mixture."
(Louisville, Ky.)

"Your generous gift of *Le Marechal Foch* Glads were a joy"
(Carney's Point, N. J.)

"The bulbs you sent me in 1923 produced the finest Glads I ever had."
(Mifflinburg, Pa.)

"I had a small collection of your bulbs last year and really they far surpassed anything I ever had before."
(Westerville, Ohio)

"The Gladioli you sent with my subscription are yielding magnificent blooms, and are a daily surprise and delight."
(Thomaston, Me.)

"Your last year's collection of bulbs was simply marvelous, and I am certainly looking forward to results for this year."
(Covina, Calif.)

"Your mixed bulbs sent me last Spring were simply wonderful. Every one bloomed and some of them with as many as three spikes."
(Orting, Wash.)

"I want to tell you how beautiful my *Le Marechal Foch* Gladioli were. They were simply gorgeous."
(Fullerton, Nebr.)

"I was fortunate to get Irises from you with THE FLOWER GROWER, and the blooms on same this year have been one of the outstanding features of my small garden."
(Fort William, Ont.)

"Ever since I received the first issue of THE FLOWER GROWER with the Glad bulbs from your garden, have wanted to tell you how-much both have been appreciated. Had wonderful success with the bulbs."
(Denver, Colo.)

"I certainly did enjoy the Glads you sent me. They were fine, and such a variety of colors. They far exceeded my anticipation in every way."
(Baltimore, Md.)

"I had your bulbs of '*Le Marechal Foch*' last year and they were beautiful,—a perfect joy,—much prettier than bulbs I bought from a florist."

"I had never seen a copy of THE FLOWER GROWER until last year. Now I could not be without it."
(Eufala, Ala.)

"I am writing to let you know how pleased I am with the bulbs sent with my subscription to THE FLOWER GROWER. And such flowers I never saw. Out of the first 12 in bloom I have not a common or a poor one and I am surely pleased."
(Auburndale, Mass.)

"In the Gladiolus bulb collection sent with THE FLOWER GROWER in the Spring of 1924 there were many beautiful blooms. I have had some delightful surprises, among them the most perfect white bloom I have ever seen."
(Laconia, N. H.)

"I have cut flowers and cut flowers to give away, and had plenty to enjoy in the house, and there are dozens still in bloom and in bud."

"I cannot tell you how much pleasure I have had from these flowers. They are admired by everyone who sees them, as there is such a great variety of types and coloring. I never saw such colors as came from the ones you sent."
(Duluth, Minn.)

"The \$3.00 which I sent you in the Spring on your offer of magazine and 120 Gladiolus bulbs was the best investment I have made in forty years or more of growing flowers. In the first place the magazine is up to date, sane and sound, and is read with interest and profit. And in the second place both my daughter and I were very agreeably surprised to find the wealth and variety of blooms."
(Hyde Park, Vt.)

"The Glads we had from you with our subscription last Spring were very beautiful,—some were exquisite,—and have made something of a fan of my husband. This summer I have seen him each morning, before driving in to the office, standing by the Gladioli, drinking in their beauty, and he has at times called me to join him, that he might point out an especially lovely one that had come out since the last time he had looked at them."
(Austinburg, Ohio)

Gladiolus--- Le Marechal Foch

EASILY the greatest Light Pink Gladiolus ever introduced. It is not only a good propagator, but a rugged grower and sure bloomer. Read what experienced growers say about it, as follows:



Le Marechal Foch

"Le Marechal Foch is now in full bloom, and is the most beautiful Gladiolus I ever saw. It is admired by all who see it."

"This is the finest cut flower that ever came out of Holland. Blooms are enormous. Of light shell pink, and it stands the hot weather and torrid winds of summer better than any other variety. A great future."

"My own experience with this variety, covering a period of three seasons, leads me to believe that its popularity has been only started."

"When the florist observes how readily Le Marechal Foch forces under glass, and how beautiful the mammoth clear pink flowers are when bloomed in the greenhouse, then will this variety be in such demand that it will take millions of bulbs."

Without doubt Gladiolus Le Marechal Foch will remain the standard light pink variety for years to come. Nothing as fine and with as good all around qualities has been produced of recent years, and Le Marechal Foch will be in great demand by florists, not only for forcing purposes, but for field culture as well, as it is a color of which large quantities of bloom may be used for many different purposes.

NOTE THESE IMPORTANT POINTS

1st. Anybody can grow "Glads" successfully:—Just as easy to grow as potatoes. (Note what my friends say on next page.)

2nd. THE FLOWER GROWER should be read by everybody. It talks in common language and in a common sense way.

3rd. You cannot for the small investment required, secure elsewhere as much in floral display and in satisfactory reading matter about interesting outdoor things, as in this combination offer.

ALTERNATE BULB OFFER

Those who prefer a great variety of color, may have, as an alternate, the mixed collection, which will give a great variety of color and form and a long period of bloom. Almost as many different varieties as bulbs. They bloom in all the colors of the rainbow. Many thousands of these collections have already been distributed among FLOWER GROWER readers.

ALTERNATE IRIS OFFER

Those who prefer a collection of Irises may so indicate, and twenty (20) or more strong blooming plants will be sent, and of at least ten (10) different varieties. These are all high grade varieties which have done well in the Editor's garden without special care or attention, and they will be shipped at the proper time for setting in July, August or September.



Bulbs are Carefully Packed and Sent Postage Prepaid.

What My Friends Who Read **THE FLOWER GROWER** Have to Say About It.

"THE FLOWER GROWER and its Editor have been a real inspiration to me. I like the magazine from cover to cover."
(Canton, Ohio)

"Flowers are my hobby and I have them every month in the year, in fact every day. I am only an amateur, but with a magazine like THE FLOWER GROWER an amateur may be a success."
(Shelby, Mich.)

"I assure you no magazine was ever placed on our reading tables (public library), that was more thoroughly enjoyed than THE FLOWER GROWER."
(Latta, S. C.)

"I enjoy THE FLOWER GROWER every month. I have a complete file from the beginning. I could not garden without your magazine."
(Madison, Wis.)

"I like THE FLOWER GROWER very much and it has been a great help to me in my garden work and it has given me a love for flowers I never had before."
(Two Harbors, Minn.)

"I feel that if I could afford only one magazine, and I take several, yours would be the one."

"I received from one article in THE FLOWER GROWER information worth more than the price of a year's subscription."
(Troy, Mont.)

"Allow me to congratulate you on the splendid way in which you conduct our fine magazine. I only wish it would come twice a month, as I can hardly wait for the next number. I surely admire your last Editorial, 'Are New Varieties Worth the Price?' and hope you will keep up your fight for fair prices."
(Salt Lake City, Utah)

"In the past forty years I have taken many different magazines and will truthfully say that THE FLOWER GROWER far surpasses them all."
(Tecumseh, Neb.)

"I hugely appreciate your high standards, and carefully edited FLOWER GROWER. Surely I have never seen anything near equal to it for an amateur gardener, florist and greenhouse man."
(Portland, Ore.)

"I am always glad to get THE FLOWER GROWER and feel that there is no other magazine of its kind. Your method of editing and general policy is to be highly commended."
(Little Rock, Ark.)

"I have been visiting with a lady who has the loveliest garden and she told me she got all her information from THE FLOWER GROWER, and as I want a garden I do not think I can do any better than to follow her example and study your magazine."
(Vancouver, B. C.)

"I enjoy THE FLOWER GROWER so much. It is just like folks,—it is folks. I have never known an Editor to get so near to his readers as you."
(Breckenridge, Texas)

"Each number is growing better,—FULL, from the first page to the last with all that is interesting to every one interested in out-of-door life."
(Cherry Creek, Nev.)

"Your magazine is a directory of the largest and best growers in the world, and the reading matter is a liberal education to the grower of flowers."
(Montello, Mass.)

"Your publication is just what I have been looking for a long time,—not about big estates, but applying to lots of 40 by 150 feet, etc."
(Belleville, N. J.)

"I take six garden magazines, and I am a very keen gardener and a fellow of the Royal Horticultural Society in England. THE FLOWER GROWER comes first in my choice."
(Catonsville, Md.)

"We are in our first year as subscribers to THE FLOWER GROWER, and my wife, who is not the gardener of the family, is more infatuated with your magazine even than I, and reads it more eagerly than she does *Vogue*."
(Louisville, Ky.)

"I write to give a few words of commendation for the excellence of THE FLOWER GROWER. It is just full of real helpful information. I find much to interest me."
(Wellington, New Zealand)

"Our Editor combines to perfection the practical love of Nature of a Thoreau with the optimistic philosophy of an Emerson. More power, and ever more power to your pen, Mr. Editor!! And more names, ever more names to your subscription list!!!"
(London, Ont.)

"Want you to know that I very much appreciate your publication, as it is the one magazine which I receive which is devoted one hundred per cent to the interests of the reader."

"To me it seems deplorable that so many editors today are issuing publications based entirely upon the return which they can secure from commercial advertisers."
(North Canton, Ohio)

"Three Summers ago I was simply an admirer of flowers. You and THE FLOWER GROWER are the contributing cause of my becoming an addict."
(San Francisco, Calif.)

"Those who know your paper appreciate it very highly, not only because of the excellent information it gives on all branches of horticulture, but also because, if I may use the term, of its broad humanity."
(Duncan, B. C.)

"I await the arrival of each month's issue of THE FLOWER GROWER with almost feverish anxiety. I enjoy reading it not only for the fund of information it offers, but for the relaxation which it gives me."
(Daytona Beach, Fla.)

"Can't get along without THE FLOWER GROWER. Would do without something else first."
(Lynchburg, Va.)

"I take 16 papers, but THE FLOWER GROWER is the best of them all."
(Port Norris, N. J.)

"THE FLOWER GROWER is humane, artistic, reliable and versatile."
(Milwaukee, Wis.)

"When THE FLOWER GROWER arrives it is a scrap between my wife and myself to see who gets it first."
(Brookside, Minn.)

"I am a landscape gardener and have been a reader of your paper for several years. Your magazine not only has a mission, but a really live message for all lovers of things that grow."
(Detroit, Mich.)

"Enclosing \$2.00 to pay for THE FLOWER GROWER. No visitor is as well read or as welcome as is your monthly page. It represents to me all that man can do in instructing, guiding, counseling, and always trying to help."
(South Portland, Me.)

"I can honestly say that THE FLOWER GROWER is worth more to me than all other flower magazines combined."
(Fayetteville, Tenn.)

"THE FLOWER GROWER we cannot get along without. It represents to us the most for the money of any publication in its field."
(Copenhagen, N.Y.)

"Every number of THE FLOWER GROWER is a treasure-house of entertainment, information, and education."
(Brooklyn, N.Y.)

"I read seven floral or gardening magazines, and I think there is more useful information in yours than in all the others put together."
(West Lynn, Mass.)

"I prefer THE FLOWER GROWER to any of the score of magazines I subscribe to."
(Chicago, Ill.)

"Your valued FLOWER GROWER is not only a welcome guest, but a prominent member in our household. It is an indoor feast for one's mind and a high-class entertainer for the long winter months."
(Fessenden, N. Dak.)

"I have received much pleasure from your magazine,—I read it all,—advertisements and everything."
(St. Joseph, Mo.)

"We regard the magazine as a delightful friend coming to visit us every month."
(Denver, Colo.)

"THE FLOWER GROWER is worth twice its price."
(Mill Valley, Calif.)

"I am taking several magazines of the same character as yours, but I get more information from THE FLOWER GROWER than from any of the others."
(Huntsville, Ala.)

"I have every copy of THE FLOWER GROWER for four years. We like it the best of the 29 different publications we get."
(Apollo, Penna.)

"We read your FLOWER GROWER from cover to cover, and every number is worth the price of a year's subscription."
(Hutchinson, Kans.)

"I am absorbing from THE FLOWER GROWER more valued ideas of how and what to do than I have been able to extract from the whole lot of books and periodicals that I purchased to try to improve myself along gardening lines."
(Boston, Mass.)

"I don't ever want to be without your magazine because it is such a well-balanced, homey and chatty magazine, so different from the others. May it always be that way."
(Aberdeen, So. Dak.)

"Yes, THE FLOWER GROWER is splendid, especially any article over the signature of 'Ye Editor'."
(Baldur, Manitoba)

"I think your editorial *pap* worth more than the price of the magazine."
(Whycocomagh, Nova Scotia)